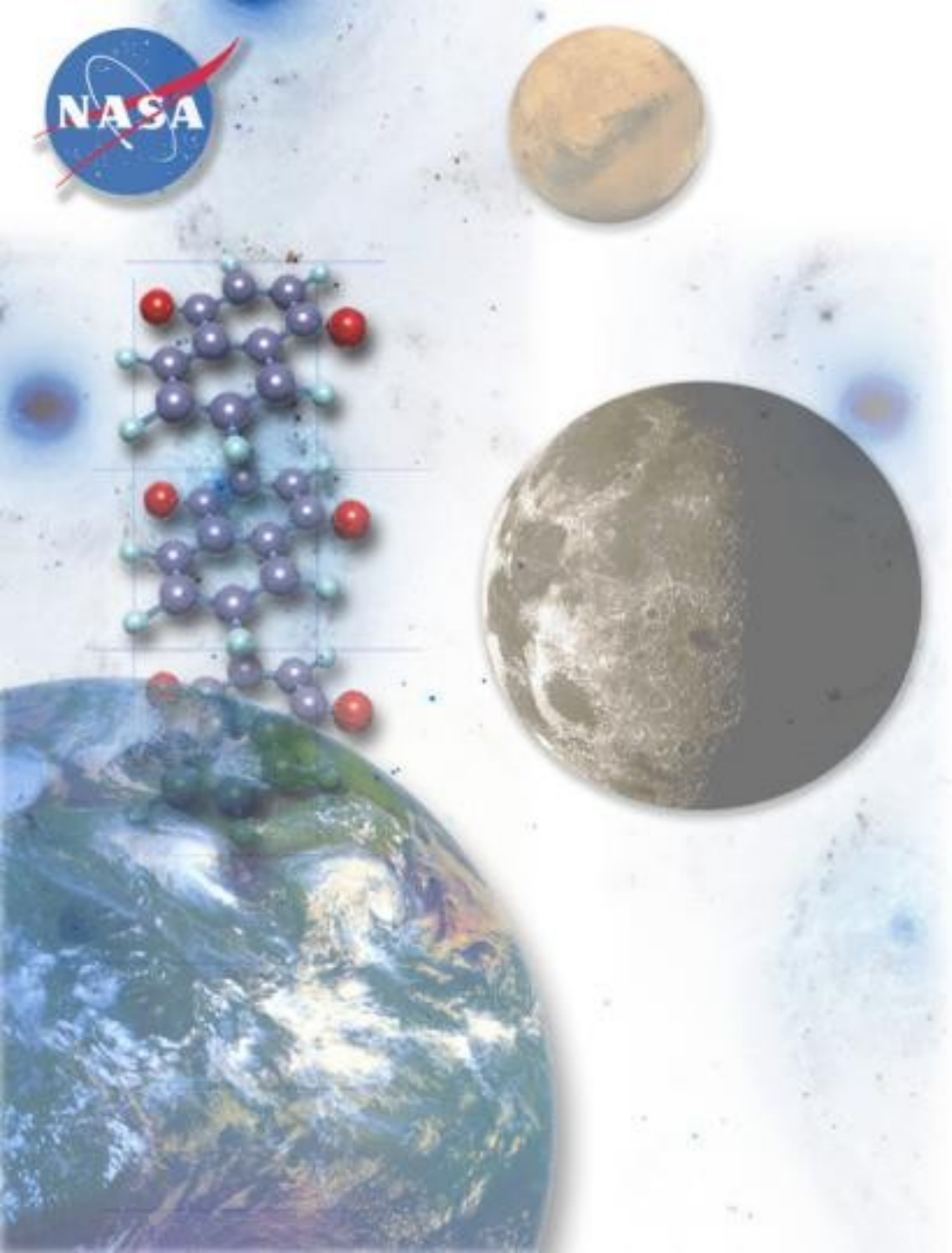
Doing Business With NASA

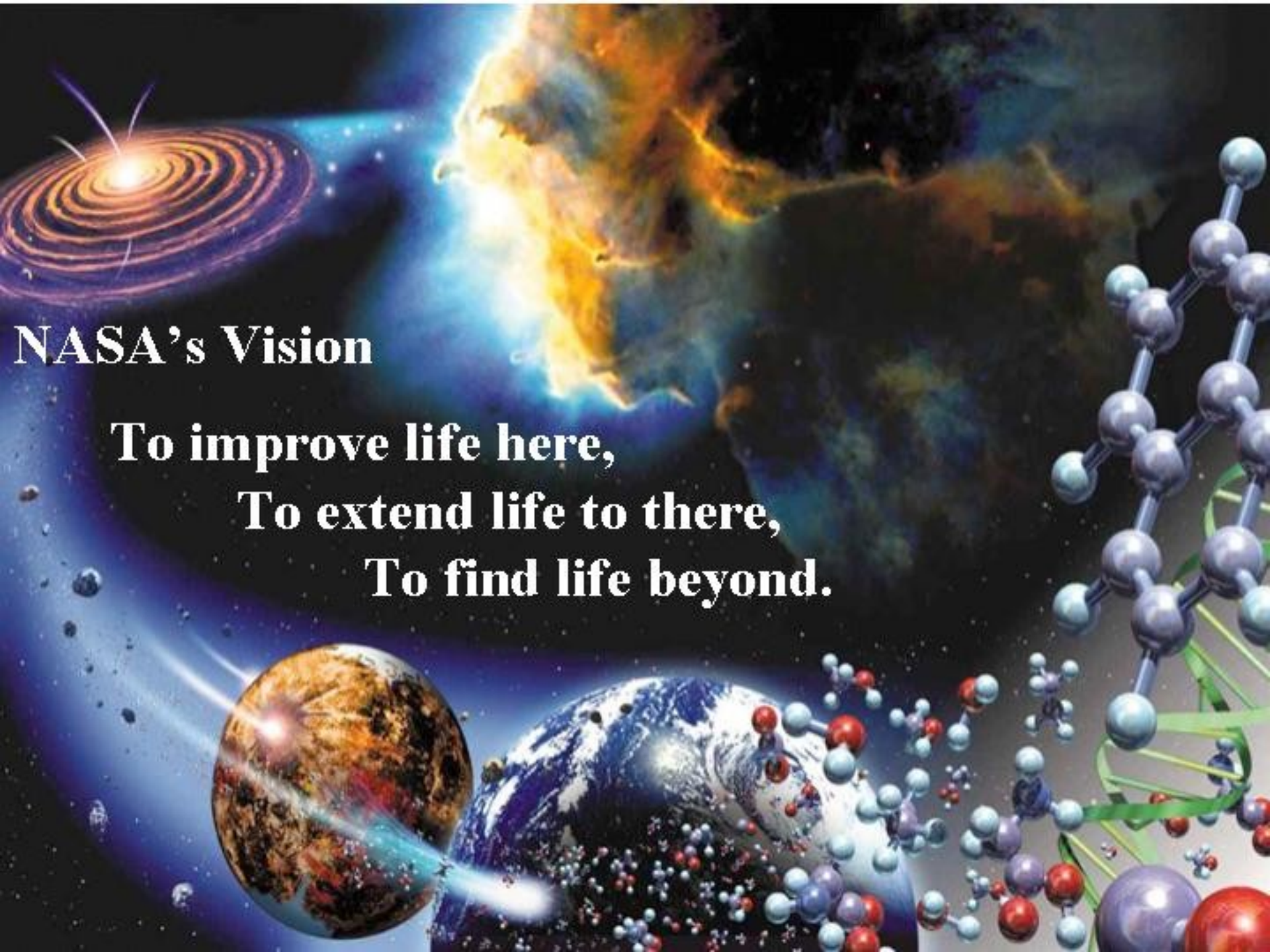
Robert Medina
Small Business Specialist
NASA Dryden Flight Research Center

Acquisition Basics Conference
Palmdale, CA
June 8, 2004



NASA Vision

April 2002


NASA's Vision
To improve life here,
To extend life to there,
To find life beyond.

The NASA Mission

To understand and protect our home planet

To explore the Universe and search for life.

To inspire the next generation of explorers.

... as only NASA can.

OSDBU Mission Statement

To support the mission of NASA by promoting the utilization of small business, small disadvantaged businesses, women-owned businesses, and minority institutions among the Agency's Enterprises, Field Centers, and major contractors in order to:

Broaden public support for NASA and its programs;

Ensure the delivery of better goods and services to NASA at lower or more reasonable cost;

Comply with Federal laws and regulations.

Primary Objectives

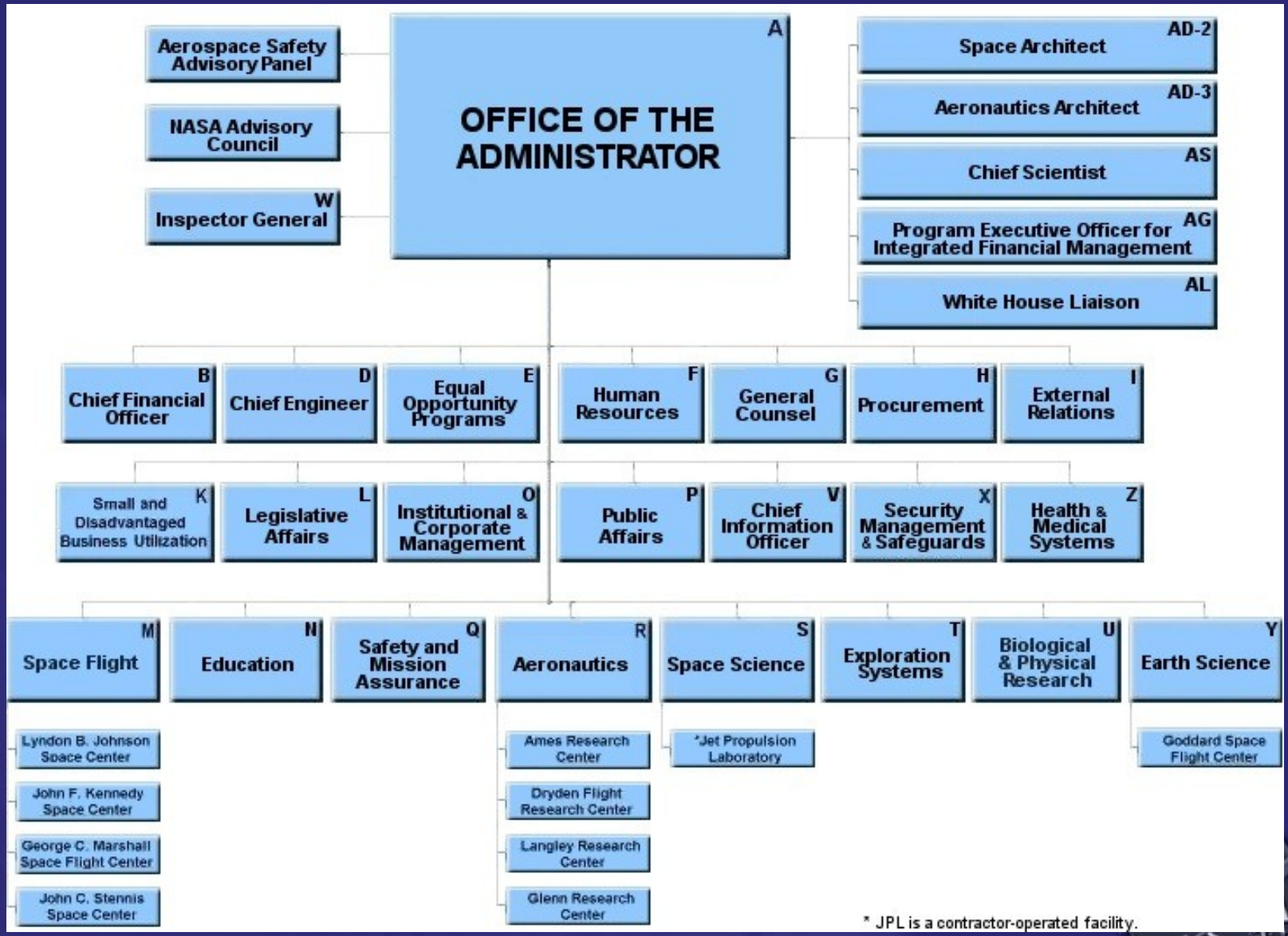
- Identify, develop when necessary, and market the best small businesses (SBs), small disadvantaged businesses (SDBs), and women-owned small businesses (WOSBs) for utilization by NASA Centers and prime contractors
- Promote existing procurement vehicles for utilizing SBs, SDBs, and WOSBs to NASA Centers and NASA's prime contractors
- Institutionalize procedures that ensure the sustained utilization of SBs, SDBs, and WOSBs within NASA to the maximum extent practicable
- Increase the participation of SBs, SDBs, and WOSBs in NASA technology transfer and technology commercialization activities

Driving Philosophy

Small businesses are our products.

The NASA Enterprises, Functional Staff Offices, large contractors and other institutions are our customers.

We are honing and grooming our “products” to make them marketable to our “customers” in the performance of the overall mission.


Aerospace Safety Advisory Panel
NASA Advisory Council
W Inspector General
A OFFICE OF THE ADMINISTRATOR
AD-2 Space Architect
AD-3 Aeronautics Architect
AS Chief Scientist
AG Program Executive Officer for Integrated Financial Management
AL White House Liaison
B Chief Financial Officer
D Chief Engineer
E Equal Opportunity Programs
F Human Resources
G General Counsel
H Procurement
I External Relations
K Small and Disadvantaged Business Utilization
L Legislative Affairs
O Institutional & Corporate Management
P Public Affairs
V Chief Information Officer
X Security Management & Safeguards
Z Health & Medical Systems
M Space Flight
N Education
Q Safety and Mission Assurance
R Aeronautics
S Space Science
T Exploration Systems
U Biological & Physical Research
Y Earth Science
Lyndon B. Johnson Space Center
John F. Kennedy Space Center
George C. Marshall Space Flight Center
John C. Stennis Space Center
Ames Research Center
Dryden Flight Research Center
Langley Research Center
Glenn Research Center
*Jet Propulsion Laboratory
Goddard Space Flight Center
* JPL is a contractor-operated facility.

Dryden Flight Research Center

Director	*Kevin L. Petersen*
Deputy Director *(Acting)*	*Robert R. Meyer*
Associate Director for Management	*Gwen Young*
Associate Director for Planning	*John Sharkey*

Systems Management Office

Marta Bohn-Meyer

Acquisition Management Office (A)	Office of the Chief Financial Officer (C)	Office of Equal Opportunity Employment (E)	Office of Facilities Eng. & Asset Mgmt. (F)	Human Resources Management & Dev. Office (H)	Security Office (J)	Office of the Chief Counsel (L)	Office of Academic Investments (N)	Office of Safety & Mission Assurance (S)	Public Affairs, Commercialization (T)
Russ Davis	*Jack Mechanic*	*Anna Morales*	*Dan Crowley*	*Louise Boyd*	*Frank Chavez*	*David Samuels*	*Susan Miller*	*Lawrence Davis*	*Fred Johnsen*

Research Systems Directorate (M)	Flight Operations Directorate (O)	Aerospace Projects Directorate (P)	Research Engineering Directorate (R)	Airborne Science Directorate (Y)
Dir - Larry Schilling *Dep - Vince Chacon*	*Dir - Gary Krier* *Dep - Vicki Regenie*	*Dir - Robert Meyer* *Dep - Vance Brand*	*Dir - Patrick Stoliker* *Dep - Brad Flick*	*Dir - Dr. Tom Mace* *Dep - David Wright*

Doing Business With NASA

- Contact a NASA Small Business Specialist
- Get to know the Center(s) mission, requirements and programs.
- Match company capabilities with Center(s) mission, requirements and programs.
- Contact the NASA end-user (customer may be a NASA prime contractor) directly.
- Develop a long-term business relationship be patient and persistent

Doing Business With NASA Resources

- Small Business Specialists
- Small Business Technical Advisors
- Doing Business With NASA Publication
- Register on Central Contractor Registration (http://www.ccr.gov/)
- Acquisition Forecast
- FED Biz Opps (sources sought) (http://www.fedbizopps.gov/)
- Prime Contractor List
- Solicitations
- 8(a), SDB, and Women-Owned Contractor List
- Procurement, Legislative, and Information Bulletins
- OSDBU Newsletter
- NASA Acquisition Internet System (NAIS)- E-mail Notification, Synopsis Search, etc. (http://prod.nais.nasa.gov/cgi-bin/nais/index.cgi)
- NASA Home Page on WWW
- Phone Book
- NASA Information Technology Guide for Small Businesses

Programs To Get Started Right Away

- Counseling and Information Sharing
- Outreach
- Training
- Quarterly Aeronautics SDB Forum
- Semi-Annual Science Forum
- Space Science Symposium for Small Businesses
- Mentor Protégé Program

Quarterly Aeronautics SDB Forum

Small firms conduct high level technical marketing presentations before d

Targeted Areas Sought:
High Performance Super Computing
Computational Fluid Dynamics
Materials and Structures
Guidance Navigation and Control
Air Breathing Propulsion and Aerodynamics

AMES
(650) 604-4690
Mr. T. Kolis

GLENN
(216) 433-2786
Mr. C. Silski

LANGLEY
(757) 864-2456
Mr. V. Vann

DRYDEN
(661) 276-334
Mr. Medina

Semi-Annual Science Forum

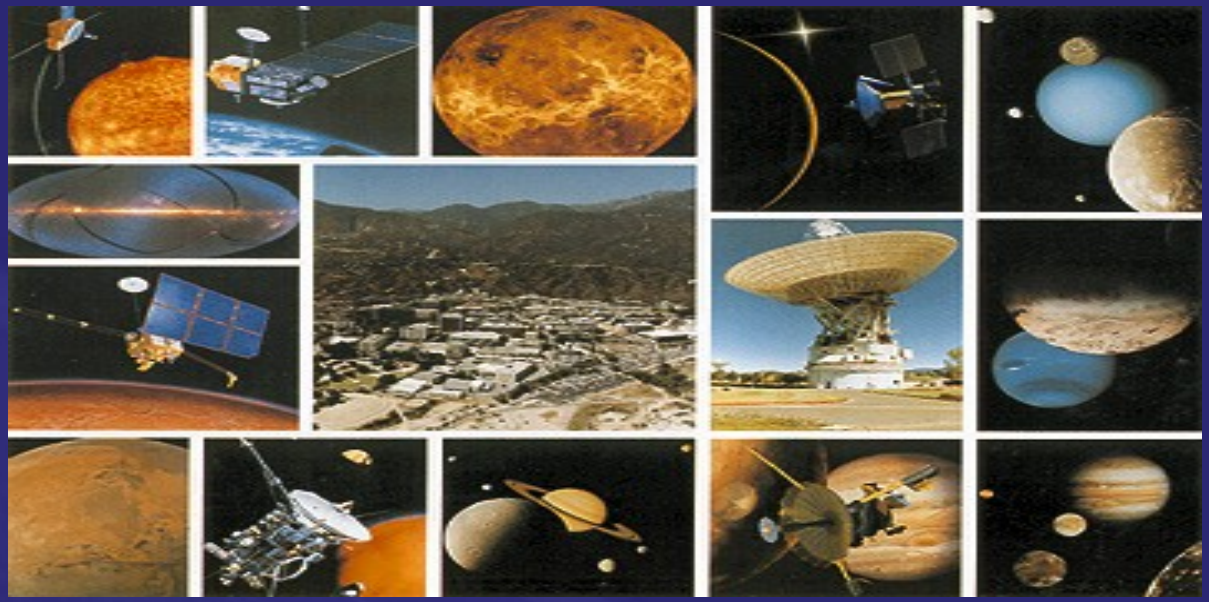
Targeted Areas:

- Earth and Space Science Research & Applications
- Sensor and Instrument Technology
- Commercial Remote Sensing
- Spacecraft hardware
- Space and Ground Communicati
- Lasers and LIDAR Systems
- Satellite Data Processing and Ar
- Space Telecommunications

Goddard
(301) 286-6574
Ms. O. Gunter

JPL
(818) 354-7531
Mr. A. Duran

Space Science Symposium for Small Business at NASA Headquarters



- A national program that illustrates NASA's earth and science program for small businesses
- Presentations are conducted by experts in the science community and senior NASA officials
- Only program highlighting Earth and Science Enterprises focused at the high tech small business community
- Announcement of Opportunities, procurement initiatives, contracting and subcontracting

Training and Development of Small Business in Advanced Technologies (TADSBAT)

BASIC Course

- Proposal Prep.
- Marketing
- Tech transfer
- Subcontracting
- Safety

Call 1-800-933-8483

ADVANCED Course

- Advance marketing techniques
- Financial Management
- Proposal Preparation

TADSBAT is designed for small businesses seeking to gain inside knowledge about with NASA. The 3 day BASIC Course and 2 day Advanced Course provides that op

- November 4-6, 2003 Hilton Alexandria Mark CTR, VA
- February 10-12, 2004, Glen Research Ctr., OH (Advanced)
- April 6-8, 2004, Atlanta, GA
- June 15-17, 2004, San Diego, CA (Advanced)

WWW.MTA-INC.COM

Small Business Friendly Vehicles

- Mid-Range Procurement Program
- Small Business Set-Asides
- HUBZone Set-Asides
- Subcontracting – Aggressive goals
- eCommerce (NAIS)
- SBIR & STTR Programs
- Mentor-Protégé Program
- NASA Research Announcements
- Cooperative Agreements
- Announcement of Opportunity

Mentor-Protégé Program

NASA's only formal technical and business development program where a Mentor MUST have a prime contract with NASA and the Protégé MUST have a subcontract with the Mentor under an approved agreement by NASA's OSDBU.

NASA FAR Subpart 1819.72 – NASA Mentor Protégé Program

OSDBU.NASA.GOV

NASA Research Announcements (NRA

http://www.hq.nasa.gov/office/procurement/nraguidebook/propgdbk.pdf

- Dozens of NRA's released per year.
- Considerable freedom on part of proposer to specify specific objectives, within overall objectives given in the NRA.
- Commonly funded by a standing (i.e., on-going budget line) such as Supporting Research & Technology (SR&T).
- Typically results in awards (grants and contracts) the order of $100K, although some can be much smaller and some much larger.
- Requires a Final Report, but not a "deliverable."

Generic types:

Comprehensive SR&T programs for specific science disciplines (e.g., "Solar Physics" & "Exobiology") .

NASA Cooperative Agreement Notice (CA

- Relatively rare, only a few per year

- Format is a hybrid between that of a NRA and an AO.

- Used where research is to be carried out in close cooperation with NASA, i.e., "*... whenever ... substantial involvement is expected between NASA and the recipient during the performance of the contemplated activity*" (e.g., the formation of a "research institute").

- Results in a unique award called a Cooperative Agreement.

- Can be for significant amounts of money (the order of $1M per year)

http://ec.msfc.nasa.gov/hq/grcover.htm

Announcement of Opportunity

- Currently up to 6 per year, for specific programs.

- Invites proposals for research investigations for which space flight hardware may be required to obtain the needed data.

- Generally for much larger programs than those solicited by a NRA.
Involves formal, extensive review and selection processes that have to be carefully monitored and documented.

Generic types:

On-going space flight programs having “line item” funding (e.g., Discovery, Explorer, and New Millennium programs).

Tracking Business Opportunities eCommerce

NASA Acquisition Internet Service (NAIS) under URL:
http://prod.nais.nasa.gov/cgi-bin/nais/index.cgi

Sign up to receive procurement announcements from the NAIS E-Mail Notification Service. (http://prod.nais.nasa.gov/cgi-bin/nens/index.cgi)

After subscribing you will receive the following announcements by email:

- Presolicitation and post-award notices and their amendments
- Notices of solicitation and solicitation amendment releases
- General procurement announcements

Three options are available:

1. Register to receive all notices from selected product service classifications.
2. Register to receive all notices from selected NASA centers.
3. Register to receive all procurement notices.

DESIRED OUTCOMES

NASA's ultimate goal is to ensure that the small, disadvantaged, women-owned, HUBZone, Veteran, and Service Disabled Veteran-Owned business experience in contracting with NASA equips such firms to sustain themselves by acquiring contacts and subcontracts with OTHER Government agencies and their prime contractors as well as with, entities in the private sector and the international markets.

FOR MORE INFORMATION:

Robert Medina
Small Business Specialist
NASA Dryden Flight Research Center
P. O. Box 273, M/S: D-1422
Edwards, CA 93523-0273
Ph. 661-276-3343
FAX 661-276-2904
E-mail: Robert.Medina@nasa.gov